

THE TOBACCO OBSERVER

AUGUST 1986

VOLUME ELEVEN, NUMBER FOUR

Smoking Not at Fault in 96% of Complaints

Cigarette smoke in the air is responsible for only two to four percent of air quality complaints in federal government and private offices, according to two studies of 328 indoor air investigations conducted since 1978.

Almost all the air quality complaints were traced to improper ventilation, pathogenic and allergenic bacteria, fungi, airborne fiberglass, and other particles.

A report from the National Institute for Occupational Safety and Health (NIOSH) shows that environmental tobacco smoke (ETS) was involved in just two percent of 203 indoor air quality investigations handled by the federal agency.

Three-quarters of the complaints to which NIOSH responded came from government and private offices, many of them federal facilities in the Washington, D.C., area.

The second study consists of 125 air quality building investigations conducted by ACVA Atlantic, Inc., a Fairfax, Va., firm specializing in the study and assessment of indoor air pollution.

ACVA was called in to analyze air quality in numerous federal facilities, including offices of the Department of Health and Human Services, the Social Security Administration, the Longworth Congressional Office Building, the U.S. Supreme Court, and a regional headquarters of the General Services Administration.

ACVA concluded that cigarette smoke in the air was related to only four percent of the air quality complaints.

Testifying before a congressional subcommittee, Gray Robertson, ACVA president, said that pending bills to curb smoking in federal buildings "suffer from the fundamental misconceptions that 'tobacco smoke is a major contributor to

NIOSH Findings Summarized

Factors in Complaints	Number of Cases	Percentage of Total
Inadequate Ventilation	98	48.3
Contamination (inside)	36	17.7
Contamination (outside)	21	10.3
Humidity	9	4.4
Contamination (fabric)	7	3.4
Hypersensitivity Pneumonitis	6	3.0
Cigarette Smoking	4	2.0
Noise/Illumination	2	1.0
Scabies	1	0.5
Unknown	19	9.4

ACVA Summary of Findings

Factors in Complaints	Percentage of Total*
Inadequate/Improper Ventilation	50+
Pathogenic or Allergenic Fungi	31
Pathogenic or Allergenic Bacteria	9
Fiberglass Particles	6
Environmental Tobacco Smoke	4
Carbon Monoxide	4
Ozone	1

*Total exceeds 100 because of multiple causes.

indoor air pollution' and that 'tobacco smoke is the greatest source of ... harmful ... pollution' violating particulate air quality standards. My building studies, and research conducted by NIOSH, do not support these assumptions."

Warning it would be "inefficient and dangerous" to focus only on cigarette smoke without addressing the

air quality factors responsible for the vast majority of complaints, Robertson reported: "It would be naive to assume that the removal or control of ETS ... would solve the indoor air pollution problems. ... That step ignores the many hidden sources of indoor contamination and can lead—at least in the short run—to a false sense of security." □

Reasonableness Urged In Army Smoking Policy

The U.S. Army wants to make "nonsmoking the norm" for its buildings and work areas, its Army vehicles and aircraft.

Its announcement was met with a spate of anti-regulation cartoons in newspapers.

The policy change, effective July 7, applies to the Army's 781,000 soldiers and to its 450,000 civilian employees.

"Smoking is prohibited in Department of Army-occupied space, except for designated smoking areas that are necessary to avoid undue inconvenience to persons who desire to smoke," advised the policy directive, signed by Army Secretary John O. Marsh, Jr., and Gen. John A. Wickham, Jr., Army chief of staff.

"The intent is not to restrict individual freedom but rather to encourage, principally through educational and information efforts, our soldiers and civilians to make intelligent choice about tobacco use," General Wickham wrote in a message to all commanders.

As the new policy went operational, General Wickham sent another memo stressing that "as caring and concerned leaders, we must exercise sound and reasonable judgment and carry out this policy in a gradual yet deliberate way."

The General observed that "commanders at all levels are expected to supervise the efforts taking place and to ensure that the individual rights of all personnel—smokers and non-smokers—are protected. Reasonableness and common sense must be guidelines in the execution of the policy."

The latest memo refers to a Phase 1 and a Phase 2 for implementing the new policy. Phase 2, according to an Army spokesman, reflects a decision by Wickham to review how the program is going later this fall.

Not Overzealous

"The General expects recommendations for fine-tuning the program by

Please see **Army Policy** on pg. 8

Ad Bans Fail To Affect Tobacco Use, Study Finds

Complete or partial tobacco advertising bans have not caused significant changes in tobacco consumption, reveals an analysis of consumption data in 16 countries, including Norway and Finland.

In fact, such consumption has continued to rise in many countries years after the introduction of such bans, advised J. J. Boddewyn in the introduction of the second edition of *Tobacco Advertising Bans and Consumption in 16 Countries*.

Professor Boddewyn, professor of marketing and international business at Baruch College, City University of New York, edited the report for the International Advertising Association.

He stressed two critical points in his introduction:

1) Strong evidence points to tobacco advertising bans being unrelated to tobacco consumption.

2) Advertising bans hamper the spread of information about new products such as filtered or "lower-tar" cigarettes.

Consumption data from sources outside the tobacco industry were used whenever possible, Professor Boddewyn said. He added that the interpretation of the data was limited to the safe side of what can be proved.

Russia, Eastern Bloc Countries

In summary, for eight centrally planned economies without tobacco advertising, overall consumption of cigarettes, the predominant form of tobacco, increased 30% between 1970 and 1984 and per capita consumption went up 16%.

The types of cigarettes, moreover, have changed little, with slower development and sale of filtered and "lower-tar" cigarettes than in free market countries where advertising is permitted.

A complete advertising ban has existed in these eight countries (Russia and East European countries) for decades, Professor Boddewyn noted. One would expect, he continued, that, if advertising were a significant contributory factor to existing smokers continuing to smoke, and to non-smokers starting to smoke, and through these, to the growth of total tobacco consumption, one would have seen no growth or a decline in consumption in these countries.

Free Market Economies

In eight free market economies, trends evident before advertising restrictions have continued in the period following them.

In Thailand, Taiwan, and Iceland,

Please see **Ad Bans** on pg. 8

In This Issue...

They disrupt people's lives. page 2



Unique exhibit saves children's lives ... page 4

High tech solves old Indian debate page 5

Close Look at How Smoking Bans Disrupt People's Lives

Young Worker's Dreams Dashed on Smoking Rule

Smoking policies in the workplace are taking a toll despite what anti-smoking propagandists may say.

Ask Steven Tremain.

He had just bought a house for his wife and three children in Niagara, Wis. He applied for an opening in a Niagara of Wisconsin (NOW) paper mill along with 600 other applicants. Four were accepted. Tremain was one of the four. The young man attributes this to his good work record and the recommendation he gained after four years in construction work.

Tremain felt that his long-held dreams were coming true. A month later, he was unemployed.

"Basically," he said, "I was honest. I told them I smoked. Others hired with me didn't. They continued to smoke and work. I told the truth, and I was fired."

The paper mill that hired Tremain in November 1984 had a new policy of hiring only nonsmokers. Other employees, covered under a contract with the Paper Workers Union, were allowed to smoke.

Tremain was taken on under the condition that he'd try to quit. One month after he started work, he was called into an office and asked if he still smoked. When he said yes, he was advised that meant he would be terminated.

He said that working conditions made it difficult to quit smoking. "Other workers, about 80 per cent, smoked," he said. "During breaks at the No. 1 paper machine, they would taunt me and blow smoke in my face."

Tremain couldn't believe that he would be fired for smoking. "I felt that my constitutional rights had been violated."

Smoking Commuter Required To Report Arrest to SEC

The trial of a securities director arrested March 7 while smoking a cigarette on a New York State commuter train operated by NJ Transit was dismissed June 17 on a technicality.

Francis M. Wolter, Jr., of Goshen, N.Y., who makes a two-hour trip each way on a line running from Port Jervis, N.Y., to Hoboken, N.J., was arrested last March.

He allegedly violated a non-smoking ban on the train initiated Feb. 24 by NJ Transit. He was arrested by transit officers under a provision of the New York State Health Code that does not allow smoking in a designated nonsmoking car.

Repercussions

The arrest required Wolter to report to the Securities and Exchange Commission in Washington, D.C., and, as a matter of prudence to the board of directors of his own firm.

He was also required to appear for trial in Tuxedo Town Court, N.Y., 20 miles from the scene of the arrest.

But the Tuxedo district attorney refused to be involved. Louis Napolitano, the arresting officer, with the aid of transit legal staff, then prosecuted. When Napolitano told Town

Justice Ray Barone that he was not sure where the infraction took place, the Justice dismissed the case. The complaint cited Tuxedo as the place of arrest.

The trial underscored the need for the railroad police to follow careful arrest procedures.

As part of the criminal procedures law of New York State, railroad police can prosecute anywhere along that railroad line.

To enforce the law, the police need to stop the train or otherwise clarify where they make an arrest and must confiscate the smoking articles for a tobacco analysis, since the law forbids only tobacco use.

Since the maximum fine is \$200, such arrest and prosecution procedures might make the law expensive to enforce.

In the history of enforcing the New Jersey transit smoking ban, a number of others have been arrested. Others who pleaded guilty on the Metro-North run where Wolter was arrested have received small fines or a conditional discharge, which means the charge will be dropped if they don't smoke on the train again.

On the Metro-North line, armed guards were placed at each entrance of the train cars to stop smoking violations. Plainclothes policemen were placed in the cars.

They reportedly taunted smokers that their violations would make them wealthy. Costs for such policemen are passed along to the counties serviced by the train.

More recently, no guards have been evident.

Wolter said he had the opportunity

to plead guilty in March and be released. After the trial, he finds himself in the same position—released but a few thousand dollars lighter for fees.

He said he contemplated his fate that very week in a nonsmoking car while looking at an ad for cigarettes accepted by NJ Transit.

No Smoking Policy Caused Security Guard to Resign

Janet Elizabeth Marie said "it really wasn't a difficult decision to make."

She was talking about writing her letter of resignation last Feb. 20 to the Clemmons Agency Inc., after her fruitless efforts to be transferred to a smoking area or position where smoking was permitted.

Employed through the agency as a security guard at the Richmond C&P Telephone's data center, she was required to observe the C&P no smoking policy being initiated March 1. The policy affected public places like the lobby area where she worked, checking IDs of incoming employees or badging visitors.

"The breaks of four or five minutes allowed you only time to visit the restrooms, where smoking was not permitted. In effect, that meant no smoking during the hours of work," Marie said.

It was a job requiring long hours, occasionally a 16-hour day. She sometimes worked seven days a week. Her final week's time sheet listed 63½ hours.

She had been with the agency

nearly a year and about 10 months at C&P. She had a good work record. "I didn't miss a day," she stressed.

Marie said she had smoked in the lobby area but had never received complaints. Nearly everyone simply passed through the lobby to reach personal destinations.

The very day of filing her resignation letter, she received a phone call not to come in any more. No reason was ever given.

"They dropped me like hot potato," she said.

She felt the whole thing was unfair in two ways: "My legal right to smoke was denied. This is an important issue that should be considered. My career was put in jeopardy."

She said she wasn't in any financial position to quit her job. Recently divorced, she maintained a home for herself and daughter.

"No doubt, it cost me financially," she said. Marie was without a job until the end of April when she gained another security guard position.

"I never had a problem before in everyday life. I don't blow smoke in people's faces."

"I don't use things that are illegal. As long as they're legal, my choice is to smoke. I absolutely refuse to let anyone take away a legal right from me."

"I don't feel a whole industry should be attacked because of the preference of one person. Why single out the tobacco industry when other things... buses, truck fumes, fish offend. If we went this route, how would the United States survive?" □

'Pleasure' With Friends Who Don't Mind If You Smoke, Says Kirkland

"It's a pleasure to be here with friends who don't mind if you smoke," commented AFL-CIO President Lane Kirkland, keynote speaker at the centennial dinner of the Bakery, Confectionery, & Tobacco Workers International Union May 10 in the Pittsburgh Hilton.

BC&T, one of America's oldest unions, was founded in Pittsburgh Jan. 13, 1886, when the Journeymen Baker's National Union held its founding convention. In 1978 the Tobacco Workers International Union merged with the bakers and confectioners to form BC&T.

The 1978 alliance was based on shared pasts and a common future. Both unions were born in difficult times. Both placed emphasis on the role of the union label in organizing, and both foresaw their interests converging in light of corporate mergers. BC&T has more than 140,000 members in the United States and Canada.



Lane Kirkland, AFL-CIO president, relaxes with Rene Rondou (left), international secretary-treasurer, at the centennial dinner of Bakery, Confectionery, & Tobacco Workers International Union.

In addressing more than 1,100 labor and business leaders from the United States and Canada, Kirkland said "change is what the labor movement is all about—to make the lives of the next generation better."

Mayor Richard Caliguiri of Pittsburgh declared May 10 as BC&T International Union Day. He congratulated BC&T's leadership and particularly BC&T Local 12 in Pittsburgh and its president, Sam Papa.

Other key speakers were Tom Donahue, secretary-treasurer of the AFL-CIO; John DeConcini, international president of BC&T; Rene Ron-

dou, international secretary-treasurer; Sam Papa, president of Local 12; and Peter Sparber, vice president of The Tobacco Institute.

Sparber, who received a warm welcome from the audience, considered the mutual needs and respect of labor and management.

At the end of the evening, the house lights went down, and a procession of waiters carried some 20 baked Alaskas with sparklers into the ballroom. These were followed by two large cakes also baked by local union shops. □

81% of Federal Employees Nix Legal Smoking Rules

Federal employees by a margin of four to one oppose legislative efforts to restrict smoking, according to a survey released in June.

More than 70 percent of nonsmoking employees rarely or never need to ask their coworkers to refrain from smoking, according to the same poll by Fingerhut/Granados Opinion Research Co., a national polling firm.

The poll found 81 percent of federal workers oppose a smoking restriction law, while only 16 percent support it.

Bills pending in Congress and a proposed regulation by the U.S. General Services Administration would severely restrict smoking by government employees and visitors.

Vic Fingerhut, the survey firm's president, said, "This overwhelming majority called for a voluntary approach to the issue, saying that smoking policies should be determined by employees at individual work sites."

Other key findings of the random survey of 400 federal employees in the national capital area include:

- Of nonsmokers and former smokers among federal employees, 77% "rarely" or "never" ask coworkers to refrain from smoking.
- By the margin of 61-34%, federal workers agreed that "most smokers

where I work are considerate about not bothering nonsmokers . . . and we don't need a sweeping new rule on smoking."

- A total of 63% of federal employees agreed that a proposal to limit smoking would not be applied fairly because "it will affect people with clerical and other common area jobs, while not affecting executives and other high-ranking federal employees with their own private offices." This fairness concern was strongest among federal workers with household incomes of \$20,000 a year or less. Just 25% of all federal workers see no unfairness resulting from a smoking law.

- Of the federal workers, 10% said they would favor a federal law "which would designate smoking and no smoking areas in federal buildings." A total of 81% opposed a legislatively mandated smoking restriction, with 41% opting for leaving it to the discretion of individual federal agencies without passing a law and 40% opposing any change.

- While opposition was clear across all demographic groups, lower-paid federal employees, who are the most numerous in the U.S. government job force and the most likely to be directly affected by smoking restrictions aimed at common work areas, registered the strongest opposition to

a federal law to curb smoking.

Among those earning \$20,000 a year or less, opposition was at the level of 85%, compared with 76% for those earning \$30,000-\$39,000.

- By a margin of 63-34%, federal workers said a law to restrict smoking in their offices would be "costly and unnecessary regulation."

"What we hear federal employees saying in this poll is right in line with the opposition most Americans share to rigid legislated smoking restrictions, which fail to acknowledge the unique concerns and needs of indi-

vidual work sites," said Scott Stapf, assistant to the president of The Tobacco Institute.

Thirty-one percent of the respondents to the telephone poll resided in Washington, 35 percent in Maryland, and 34 percent in Virginia. Forty-seven percent were men and 53 percent were women. Twenty-eight percent of the respondents were smokers, 18 percent were former smokers, and 54 percent were nonsmokers.

The study was commissioned by The Tobacco Institute. □



Unnecessary Legislation

At the microphone before the House Subcommittee on Health and the Environment, Robert Lewis, senior vice president of The Tobacco Institute, opposes enactment of bills to restrict smoking in federal buildings. Lewis said such action would be unnecessary, unwise, and, most likely, unenforceable. Submitting supporting evidence, Lewis adds that legislation would be an overreaction since tobacco smoke in the indoor environment has not been shown to be a significant health hazard. His full testimony went into the official record. Appearing on the panel, at left, is Philip Witorsch, M.D., specialist in pulmonary medicine, at the George Washington University Medical Center, Washington, D.C.

Editorial About-Face Tars Citizens of New York City

Does an editorial about-face by the *New York Times* betray a bankruptcy of courtesy by New Yorkers in the brief span of two years?

A *Times* editorial of May 1, 1984, titled "Cigarette Etiquette," wondered "how many of us would really welcome more rules and more laws to govern behavior? Where smoking sections are practical—as in planes and trains—they're a happy solution. Failing them, have we so far transcended tolerance that a simple 'Do you mind if I smoke?' is a thoroughly improbable question? And the occasional 'Not at all' an inconceivable answer?"

After the Mayor's call for new anti-smoking laws, the *Times* took an entirely different position, denouncing New Yorkers as boorish in an editorial of May 22, 1986, titled, "A Smokescreen of Courtesy."

"If courtesy were king in New York City, its citizens would not be so adept at stealing cabs from one another. The dog owner would scoop the poop simply because he cared about his fellows' feet, and the pedestrian would have no need to fear the demon cyclist, or the bus rider the moody driver. The elderly and infirm might even be able to get seats on the subways."

"But New Yorkers are born with their elbows akimbo—the better to make their way through the crowd—and have never been known for their manners. Nonetheless, the Committee for Common Courtesy [opposing more laws as did the *Times* of May 1, 1984] says that regard for others, not the Mayor's proposed regulations, is all it takes to make the city safe for

nonsmokers. . . ."

Worse yet, in its turnabout the *Times* associated such "antiquated thinking" favoring courtesy and opposing new rules and laws with the tobacco industry—supposedly a clinching argument for the new 1986 editorial stance. □

Waxman Had to Reschedule Hearing in Witness Conflict

Rep. Henry A. Waxman (D-Calif.), chairman of the House Health and the Environment Subcommittee, held a sudden hearing June 12 on bills to restrict smoking in federal buildings.

Rep. Thomas J. Bliley (R-Va.), in his opening statement, expressed "my outrage at the manner in which this hearing was called and the witnesses selected and excluded."

Bliley said this "so-called" hearing more closely resembled a kangaroo court than an objective inquiry into the facts. He claimed witnesses were excluded for their intention to express negative opinions about the proposed legislation.

Waxman responded that Bliley was "woefully misinformed" over group witnesses being excluded although individuals had to be excluded. He thought a balanced and complete hearing still possible.

Bliley also objected to learning

from an AMA publication about a subcommittee hearing on the banning of tobacco advertising.

After a subsequent exchange with Waxman, Bliley asked if "you are going to give the additional hearing I asked for."

Waxman asked him to wait and hear the witnesses and we'll see if more information is needed.

Later, Bliley raised a point of order, that since the House is under the five-minute rule, the committee does not have permission to sit.

Bliley gave as his reason that "you have not guaranteed me a date that we will have another hearing to allow the additional witnesses I mentioned testify."

Waxman acknowledged that under the rules of the House, the committee is not permitted to meet unless permission has been granted by the House if a point of order has been raised. He said "the chair will con-

tinue this hearing to hear the witnesses as an unofficial meeting of our subcommittee."

Rep. James T. Broyhill (R-N.C.) raised a point of order about the record being continued. When told that it would, he protested the ruling and said "this is the first time in my experience that I've ever seen where a chairman has continued a hearing when a proper point of order has been raised."

Broyhill asked that the reporter be excused. Waxman denied the request.

As Waxman continued with the testimony, Bliley interrupted to say that "since this meeting violates the rules of the House, I can't participate in it any longer."

Broyhill slipped out more quietly. Waxman called a second hearing June 27 "to permit those witnesses who participated in the subcommittee's informal briefing June 12 to present their testimony before an official hearing."

Waxman wished to insert a transcript of that unofficial briefing, clearly identified as "unofficial," but he lacked a unanimous consent request. Broyhill had written Waxman that he would object. □

Institute's "Enlightened" View Aired In Workplace Smoking Exchange

This spring, the Bureau of National Affairs, a publications and analysis group in Washington, D.C., sponsored a roundtable discussion of smoking in the workplace.

Excerpts from the seven participants follow:

Don Shopland, acting director, Office on Smoking and Health, U.S. Department of Health and Human Services:

"I'll open it up . . . I think that the employer has an obligation to try to minimize the nonsmoking worker's exposure to passive smoke.

Michael Pertschuk, former Federal Trade Commission member and author of a forthcoming book on "public interest" lobbying:

Both smokers and nonsmokers in most polls—in fact, all polls that I know of—overwhelmingly support the right of the nonsmoker to enjoy a smoke-free area.

Scott Stapf, assistant to the president of The Tobacco Institute:

The latest polling information I've seen, from November of 1985 . . . indicated that 69 percent of Americans surveyed were not bothered by smoking co-workers. . . .

Pertschuk: I can cite six polls, all of which show, basically, support among smokers and nonsmokers for restrictions in the workplace.

Stapf: When the question is put specifically to people whether or not they are in favor of legislative restrictions, in particular, to mandate restrictions on smoking in the private place, they overwhelmingly oppose them.

Dennis Vaughn, management attorney with Paul, Hastings, Janofsky, & Walker in Washington:

Each employer has to look at the circumstances, as well as the desires and interests of its employees. If there is a union . . . the employer needs to consult with the union representative. . . .

John Leyden, director, federal division, public employee department, AFL-CIO:

We are very much opposed to the unilateral imposition of those kinds of determinations. . . . There are ways to do it without imposing it by legislation, specifically, as in the Stevens bill. [Sen. Ted Stevens (R-Alaska)] would require that smoking in federal buildings be limited to designated areas. . . . we are opposed to the imposition through legislation.

John Pinney, executive director, Institute for the Study of Smoking Behavior and Policy at Harvard, and former director of the federal government's Office on Smoking and Health:

The Tobacco Institute is concerned about the evidence, the quality of the evidence, as to whether or not that exposure [to environmental tobacco smoke] causes disease in humans. I would be willing to agree that there is some degree of uncertainty in some of that evidence. . . . My guess is that the amount of uncertainty . . . is quite small compared with other things which we're quite happy to have government regulate. . . .

Stapf: Dr. Pinney . . . could refer that question [about environmental

tobacco smoke and regulatory activity] to Dr. Scott Weis at the Harvard Medical School, who published an article in the January issue of the American Review of Respiratory Diseases in which he reviewed the 11 major studies on the question of [environmental tobacco smoke] and lung cancer between 1979 and 1985. The conclusion . . . was that they were all seriously flawed . . . I think it's the height of intellectual dishonesty to suggest that there is any kind of scientific consensus establishing that environmental tobacco smoke poses harm to nonsmokers.

Vaughn: Why do we treat smoking differently than other substances which we control by legislation? Isn't . . . a very fundamental difference, the fact that the condition you're talking about here is created by people who want to smoke? And to control it, you have to control their conduct, and their conduct, at least at this point, is not unlawful? . . . In my position representing employers, I object to legislation that requires employers to enforce social considerations, that requires employers to become enforcers of the interests of a certain group of employees unless there are very compelling business reasons for it. I don't think that exists here.

Pinney: As far as statutes go, consideration in all the statutes that I'm aware of is given to both the smoker and the nonsmoker. I'm quite satisfied with the way that kind of thing works out.

Vaughn: . . . there are some ordinances that come to the point of vetoing or almost permitting a veto of smoking. There is that ordinance in San Francisco that basically says, if any employee objects to smoking, there shall be no smoking in the workplace.

Pertschuk: I generally agree . . . and I think most of us do, that there

has to be negotiation and respect for both unions and workers. . . .

Stapf: . . . the position of The Tobacco Institute is that it's an individual company's decision to make in terms of workplace smoking restrictions. . . . Dr. Lewis Solomon, dean of the graduate school of education at UCLA, conducted [a] study . . . funded by The Tobacco Institute . . . of the Fortune 1,000 companies and the fastest growing Inc. 100 companies. And in that representative cross section of American business, he found that 63.8 percent of the companies have no formal smoking policy whatsoever. That leaves you with roughly a third of the companies that do have a policy. . . . You find that in a majority of [these] cases, they've done so for practical reasons that have nothing to do with health concerns. It's a question of exposed chemicals, gasoline, food preparation areas, sensitive computer equipment, that sort of thing.

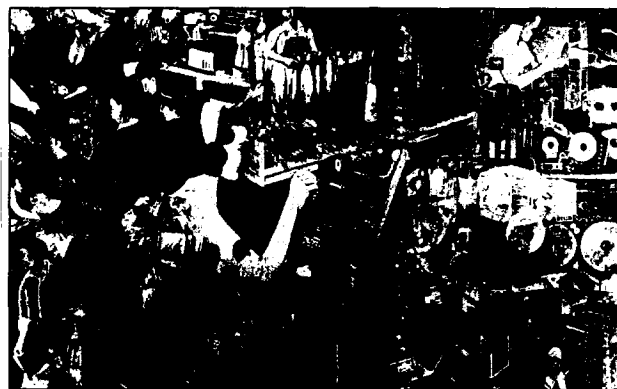
Pinney: After reading the Solomon survey, I come out with a "so what?" Is this for the purpose of convincing me and others that there is no trend? Is it for the purpose of convincing me or others that there is no reason to do smoking policy?

Stapf: I'm just opposed to the spreading of the false notion that there is a trend. That's what I'm opposed to.

Pinney: I would certainly not be in favor of spreading false notions either. But what you're saying is that as far as you and The Tobacco Institute are concerned, if companies want to have restrictions on smoking in the workplace, that's fine with you.

Stapf: As long as they are reasonably accommodating to all parties involved, and as long as all issues are respected.

Pinney: I think that's a very enlightened position. □



Tobacco Images

Images of the tobacco industry abound in this photo of part of the central panel of "Tobacco: Road," a painting by Trena Joiner. For example, near the bottom, center, is one of the old ways—a man stands in a bin to mash down tobacco leaves.

The images of the central panel sweep from early tobacco trade to modern manufacturing of tobacco products. Dominating this panel is a flowering tobacco plant, which also

the painting.

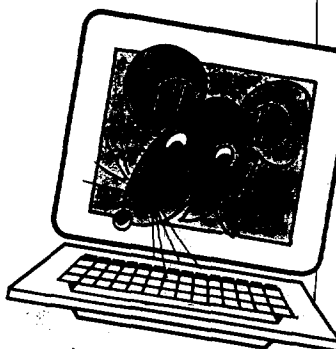
Originally from Thomasville, N.C., Joiner studied and photographed the tobacco industry and drew on childhood memories of North Carolina tobacco fields in executing the work, commissioned for Heinz Focke, president of a West Germany firm that makes automated cigarette-making equipment. The painting was displayed in the Mid Town Gallery, Winston-Salem, N.C., before shipment. □

Animated Mouse Teaches Fire Safety at Museum

Each year thousands of children learn life-saving lessons about fire safety from an animated, computer-supported exhibit called Firehouse Mouse.

The Museum of Scientific Discovery in Harrisburg, Pa., uses the exhibit to review the lessons of EDITH, an acronym for Exit Drills in the Home, a family fire education program of the United States Fire Administration.

Children can hear the animated Firehouse Mouse speak to them by name. They move



across the screen, enacting each stage of the Get Out, Stay Out strategy of EDITH.

Each child recreates his or her bedroom on the screen. The locations of beds, windows, and doors are transferred to print for the child to take home.

With this document is a returnable mailer a parent uses to signify the child has discussed safe exits and the family has practiced at least one fire drill.

After receiving the card, the museum issues a Firehouse Mouse Escape Artist Certificate to the child.

The project, which has generated national interest, began in 1984 when the Federal Emergency Management Agency awarded the museum \$25,000 to design a fire safety project.

In the first year, the Firehouse Mouse computer exhibit was initiated. A portable Firehouse Mouse, titled Porta-Mouse, was developed last year.

But in 1986 came a cutback in federal funding.

The museum would have been unable to enhance the educational content, graphics, and ease of use of the Firehouse Mouse/Porta-Mouse computer exhibit because more sophisticated computers were needed.

Computers, purchased with a Tobacco Institute grant, will provide this capability and allow adapting the programs for use on other computers frequently found in school systems.

The grant is one of 122 other grants that, along with educational materials, has made TI one of the largest private sector supporters of fire education initiatives. □

2024193410

Teamwork Decisively Proves Prehistoric Indians Smoked Tobacco

What did the early North American Indians smoke in their pipes? Dogwood bark? Marijuana?

Cautious scientists have hesitated to equate the finding of prehistoric pipes with tobacco use. They have emphasized, instead, the lack of definitive evidence for a long history of tobacco use in the Eastern Woodlands.

This debate could not be resolved until a series of "fortuitous" events last year in North Carolina, declared Billy L. Oliver, archaeologist with the North Carolina Department of Cultural Resources.

First, he said, there were the twin discoveries in the spring of 1985 of prehistoric pipes in North Carolina.

Fortunately, the men who located the pipes—one, a professional and the other, a trained amateur—carefully saved the residue in the bowls, providing further research opportunities after they filed their reports with the state archaeology branch.

Turns to Private Sector

In reviewing these reports, Oliver felt sure that the dottle, the caked material in the pipe bowls, held clues to tobacco use. But lacking equipment and funds to confirm this, he turned to the private sector for guidance and assistance.

Among those Oliver contacted was Dr. Alan Rodgman, director of Research and Development at R. J. Reynolds Tobacco Co. (RJR) in Winston-Salem. Dr. Rodgman told Oliver his request came at an opportune moment. RJR had recently acquired a special piece of sophisticated analyzing equipment, the TAGA 6000, and it was available for use.

The RJR team, Oliver said, quickly went to work with high-tech procedures to identify the contents of the prehistoric pipes. Interest in the project was high. The enthusiastic team even worked on its own time.

First Direct Proof

The complex analysis with the rare TAGA 6000 provided the first direct proof of prehistoric tobacco use in the Eastern United States. In addition, Oliver said, the scanning electron microscope identified diagnostic attributes of the tobacco leaf itself. Any doubt about the Indians' early use of tobacco in the Eastern United States was ended.

Oliver said the quality of the scientific work, moreover, provides a pattern for other scientists: they can more readily go to a nearby electron microscope and, following similar procedures, identify tobacco residue in other early pipes.

He praised the scientific staff at RJR for going out of its way to preserve a bit of history. "This is really a significant find. One that would not have been possible without the equipment and dedication of the RJR personnel."

Oliver presented a preliminary report on these findings to North Carolina Gov. James G. Martin and his

cabinet in February of this year. Earlier, certificates signed by the Governor, were given to members of the RJR team in recognition of their contributions.

Questions About Age

One critical question yet unanswered is the precise dates of the finds. Oliver hopes radiocarbon dating of wood charcoal samples from the Beaufort County area where one pipe was found can help resolve this question.

But such work will have to await state funding, perhaps from the 1987 budget, said Oliver.

Still, Oliver said, the relative dates can be estimated from the style and composition of the ceramic pipe and its location in a careful excavation.

The presence of pottery, the use of bows and arrows, and an agricultural economy, including the growing of tobacco, identify the Woodland cultural stage, which dominated North Carolina from 1,000 B.C. into the historic period.

Although prehistoric ceramic pipes were molded, pots were made from long ropes of clay, which were coiled into the desired shape, smoothed with a stone, and then decorated. Other materials—fiber, sand, shell—were added as tempering or strengthening agents before firing. In North Carolina, Oliver noted, fiber-tempered pottery dates to about 2,000 B.C. Fine sand began to be used about 1,000 B.C.

Amateur's Find

Ellis Braswell of Roanoke Rapids found one pipe part exposed in a lake bed when the water level was low, possibly in an Indian trash pit. This pipe from western Northampton County near Roanoke Rapids dated to the late Woodland period, from 800 A.D. to about the time the European colonists were becoming well established (1650).

The second pipe part, the elbow from an L-shaped pipe, was found by Paul Gardner of Raleigh, a University of North Carolina graduate student.

He was hired by the state's Division of Archives and History under a personal services contract to do a controlled excavation at a bulkhead construction site

along the banks of the Pamlico River in the St. Clair Creek area of Beaufort County, east of Bath.



Gardner carried out the painstaking archaeological excavation of a selected square, unearthing arrow heads, pottery sherds, animal bones, shells, and the pipe fragment—all in context with the catalogued layers of a recognized and extensive Indian site.

Among Oldest Evidence

The Beaufort County pipe was associated with pottery of the Mount Pleasant series, Oliver said. This dates the find to between 300 B.C. and 800 A.D. (the middle Woodland period). Oliver suggests that the pipe came from the later part of that period—more than a thousand years ago.

The Beaufort County find is among the oldest evidence of Indians' smoking in the United States. Oliver said some burned tobacco seeds found in west-central Illinois dated to 150 A.D. and are considered the oldest evidence of tobacco in an archaeological context.

Rapid Scientific Tests

Fortunately, only small samples were needed for the RJR tests—scrapings of one or two milligrams, about the size of an aspirin tablet.

F. A. Thome, master chemist and project coordinator, and Barbara Birdsong, lab technician, analyzed the samples for nicotine and nicotine decomposition products with the TAGA 6000 MS/MS (an instrument for atmospheric pressure chemical ionization mass spectrometry/mass spectrometry) from Sciex Inc.

Thome explained that the TAGA 6000, one of only a dozen in the world, looks at molecules, converts them into ions, and then determines the weight of those ions.

"It's a little like taking a vase, dropping it on the floor, and then analyzing the pieces to tell what the whole was," Thome said.

"Only tobacco contains nicotine in more than trace quantities," Thome added. "And there are several studies in the scientific literature that have verified the by-products as components of tobacco smoke. The analyses we made of the residue in these

Billy Oliver holds the lucky finds—prehistoric pipe fragments from Northampton (rear) and Beaufort Counties, N.C.

prehistoric pipes were consistent with that literature."

Comparative analysis of residue from a 20th-century pipe bowl gave identical readings to again confirm that the ancient pipe bowls contained carbonized tobacco residue.

All this testing on the TAGA 6000 took about a day and a half, several weeks shorter than it could have been done by any other method.

Leaf Photographs

RJR chemist Guy Spence examined some of the prehistoric residue under



Distinctive characteristics like the trichome—the small hair on the surface of tobacco leaf—can be seen in this magnification (300 times original) of prehistoric tobacco residue.

the scanning electron microscope.

His highly magnified photographs (see photo) show small veins, elongated cell structure, and a trichome (a small, hair-like growth on the surface of a tobacco leaf) that enabled him to identify the residue as tobacco.

"Fascinating detective work," agreed Oliver. "But only one step in the care and interest people need to show in saving prehistoric finds, the only path to understanding the past."

For those interested in promoting archaeology and preserving its sites, you may wish to join the Friends of North Carolina Archaeology, 109 E. Jones Street, Raleigh, NC 27611. Individual dues are \$10. □

An elbow pipe is clearly visible (at left, bottom) in this 16th-century etching by Theodore DeBry of a John White watercolor (1577-1590).

2024193411

EDITORIALS

Who's Kidding the Public?

A long-standing policy debate heated up this spring when a controversial cancer study appeared in the *New England Journal of Medicine*. Headlines told the story: "U.S. Seen As Losing Fight With Cancer" and "War on Cancer: New Study Disputes Claims of Progress."

Biostatistician John Bailar of the Harvard School of Public Health and his colleague, researcher Elaine Smith of the University of Iowa Medical School, wrote that "we are losing the war against cancer" after three decades of cancer research that they said has not paid off.

NCI Director Vincent DeVita reacted vigorously at the May meeting of the National Cancer Advisory Board, calling the report "the most irresponsible article I have ever read." It was "purposely misleading . . . I question [Bailar's] motives and his scientific credentials to judge the entire cancer program."

Recognizing a full analysis of the technical reasons for this asserted failure would require substantial time and money, Bailar and Smith judged that cancer prevention is more promising than treatment.

"The bottom line is that despite all the billions of dollars, the promises, and the claims of success, more people are dying of cancer than before, and to say otherwise is to mislead the American people into believing we are beating this problem," Dr. Bailar told the *Wall Street Journal*.

Associated Press reported the study confirms what many researchers and physicians have been contending for some time. *Science* advised that the data are not in dispute. They come from the National Center of Health Statistics and indicate that, from 1962 to 1982, age-adjusted cancer mortality rates in the United States increased from 170.2 to 185.1 per 100,000.

The data are not simple. The researchers removed stomach and cervical cancers, down for non-treatment reasons, and lung cancer, blamed for distorting the figures. Result? The cancer mortality rates stayed stable for 32 years.

Bailar and Smith raise important policy questions. Where should the emphasis be placed in combating cancer? Each year before Congress, the National Cancer Institute (NCI) must defend its budget (\$1.3 billion in 1986), which funds much of the cancer research. The analysis, predicted the *Wall Street Journal*, is expected to upset NCI officials who have presented a more optimistic view of the fight against cancer.

DeVita also attacked the data at the advisory board meeting, charging that many errors in the article were pointed out in a pre-publication review but never corrected. He criticized the use of "buzz words" that he said made the article far from impartial. He pointed out that 28% of NCI's budget now supports good solid research in prevention.

When board member Gaza Jako said the "controversy is good" and wanted to invite Bailar to a meeting, DeVita snapped: "I don't agree. What he's done is irresponsible. He purposely underestimates the value of the program. He denies we are doing anything in prevention."

Member Phillip Frost, in response to a suggestion by another board member that a plan be developed to counter the "devastating impact" of Bailar's article, urged an annual symposium on advances in cancer research, paid for by the private sector. He offered to help arrange that support.

Another member, Enrico Mihich, pointed out the "Journal is a leading journal, a respected opinion maker. It is a peer review journal." Board member Richard Bloch said a letter from NCI, which many of the board members wanted to sign, "should strongly criticize the Journal for ignoring review. It was irresponsible."

Publication of the article "was purposely timed to impact on our budget," DeVita said in a final shot. □



"SORRY SIR. WE MUST ASK THAT YOU ABIDE BY THE RULES."

COMMENTARY

Senator Who Praises 'Best Kind of Tax'

U.S. Senate Democratic Whip Alan Cranston of California has hailed omission of tobacco and other excise increases in tax reform legislation.

The "best kind of tax is a tax that never gets imposed," he said in a Senate speech.

He said a 54 percent increase in federal excise taxes on a host of commonly consumed products, including tobacco, had been seriously considered by the Senate Finance Committee in its tax reform deliberations.

"... an excise tax on consumer goods, like a sales tax, falls most heavily on families in the middle- and lower-income brackets," he continued. "Over a period of five years, the tax hike the committee considered would have extracted up to \$75 billion from those families. And they would not have known what hit them!"

The Senator said that a federal excise tax on consumers—the technical form of the federal sales tax—would hit the poor consumer with a double whammy: It not only would be unfair, it would be secret.

The federal excise tax on consumer purchases is included in the basic price of many products. Cranston said that "not even the clerk knows how much tax is being charged. Only the manufacturer and the Treasury know."

Under the committee's original proposal, Senator Cranston said the manufacturer "would have had to pay income tax on the excise taxes he was collecting from his customers for the Treasury. How is that for a bumper of an idea?"

To the Finance Committee's credit, Senator Cranston said it finally thought so too. It dropped the excise tax proposal and went on to a much better idea—the Packwood tax bill.

He said the committee generally did a noteworthy job in lowering rates, closing some insupportable tax loopholes, and removing millions of low-income workers from the tax rolls.

"And one of the best things they did was not increasing excise taxes on consumers," Cranston said. □

Editor:

Recently, a friend of mine passed on an issue of the *Tobacco Observer* to me. I found the reading interesting and highly informational. Please put me on your subscription list.

Mark Fisher
West Henrietta, NY

Editor:

I've been reading the *Tobacco Observer* for some time now and find it quite interesting. I'm not a smoker myself. . . . Yet I really tend to agree that force should not be used against smokers.

Henry B. Jackson
Medford, Ore.

The *Tobacco Observer* is a publication on public health and the tobacco industry. It is a non-profit organization. The *Observer* is published weekly while less than 100 copies are distributed. Its aim is to aid the public and informed discussion in the field of tobacco. The conviction that the smoking and health controversy must be resolved by scientific research.

The *Observer*, published six times a year beginning in January, is available free. Write: 1874 I Street, Northwest, Suite 800, Washington, D.C. 20004.

PUBLISHED BY THE TOBACCO INSTITUTE
HORACE R. KORNEGAY, Chairman
SAMUEL D. CHILCOTE JR., President
ROBERT C. SIEVERS, Editor
NANCY M. NORDAHL, Art Director

Circulation last issue: 145,379



No Tobacco—No America

Tobacco Culture: The Mentality of the Great Tidewater Planters on the Eve of the Revolution, by T. H. Breen. Princeton University Press, 1985. 216 pages. \$19.95, hardback, illustrated.

By John Shelton Reed

One of our best historians of colonial America has produced a book that argues, in essence—no tobacco, no American Revolution.

Professor Breen, who teaches history at Northwestern University, wrote this book at the National Humanities Center in North Carolina's Research Triangle Park. In it, he looks at the Revolutionary generation of Virginians as they saw themselves: that is, as men whose lives depended on successfully growing and selling tobacco.

Then he asks how such men came to take up arms and risk their lives in a struggle for political independence. On the way to the answer, he gives a vivid portrait of life among the tobacco grandees of 18th-century Virginia.

Many of us, of course, at least think we know something about these men already. We've seen their homes: Berkeley and Shirley and Carter's Grove and others are still standing—some, indeed, are still growing tobacco—and they have become popular tourist spots on the way to Williamsburg and Jamestown.

But the images of 18th-century life that these estates provide are subtly misleading. "Ole Virginny" was a place of lavish hospitality and gracious living, to be sure, but it was also, and primarily, a place of working farms. It was a place where not only a man's income but his social standing and even his self-esteem depended in large measure on the quantity and quality of the crops he raised.

Breen argues that accumulating debt to London merchants and tobacco-buyers was at the root of the revolutionary impulse in Virginia. His case is a subtle one, though: It's not that Washington and Jefferson and Patrick Henry were deadbeats who concluded that independence would be a handy way to welsh on their debts.

He puts it this way: "If the (Virginia tobacco) planters' perceptions of debt and their fears over the loss of personal autonomy were not sufficient causes for revolution, they were certainly necessary."

As in most agricultural societies, in Colonial Virginia as in modern-day America, farm credit was a necessity, and debt was more or less a taken-for-granted condition. What irked the Virginians wasn't debt itself, but a difference between them and their distant creditors about what debt meant.

The Londoners viewed it much as most of us would, I suppose, as a business matter. But to Virginians, as Breen shows, it was something else altogether. By their code, a loan was a personal favor, an expression of friendship and patronage, an informal arrangement between gentle-

men. Loans were to be paid back, of course, but not to be pressed.

If they weren't repaid, presumably there were good reasons why not; to assume otherwise would be to question the honor of one's debtor. This has a quaint, pre-modern ring to it now, but the planters did not see themselves as either quaint or pre-modern. To them, this was simply how things were.

After 1750, planters were increasingly in debt. On the farm, when tobacco prices were low, they borrowed to expand production. In the home, they borrowed to buy new necessities that would formerly have been seen as luxuries. And when their British creditors got nervous and reluctant to lend more, they saw this as betrayal.

"Merchants have no gratitude," Landon Carter complained in 1768, despite his years and years of dealing with them. For Carter and others, increasing debt came to be felt as dependence—dependence not on other gentlemen but on money-grubbers who did not play by Virginia's values, who did not understand the etiquette of debt.

The tobacco growers were threatened where it hurt most—not just in the pocketbook, but in their honor, in their treasured sense of autonomy and independence.

This was the situation into which the rhetoric of revolution and republicanism fell, like a spark into tinder. The language of independence, not just for the colonies but for the individual colonists, had a special appeal. Planters responded to it, and many of their names adorn American history textbooks to this day.

Breen's book makes the arguments eloquently, with a wealth of detail, anecdote, and documentation—with maps, engravings, and commercial documents of the period—a must for anyone who cares about the antecedents of modern tobacco growing.

John Shelton Reed is professor of sociology and American studies at the University of North Carolina, Chapel Hill.

Americans Rank Priorities of AMA

Cigarette advertising ranks last in importance with the American public among possible agenda items for the American Medical Association (AMA), according to a poll released the week before the annual meeting of the AMA House of Delegates in Chicago the past June.

Yet, Americans overwhelmingly (76-18% margin) support advertising of doctors' fees.

The professional physicians' association had called last December for prohibition of cigarette brand advertising.

Answers to the survey allowed the public to rank issues for the AMA to consider during its meeting. These six issues are in order of ranking:

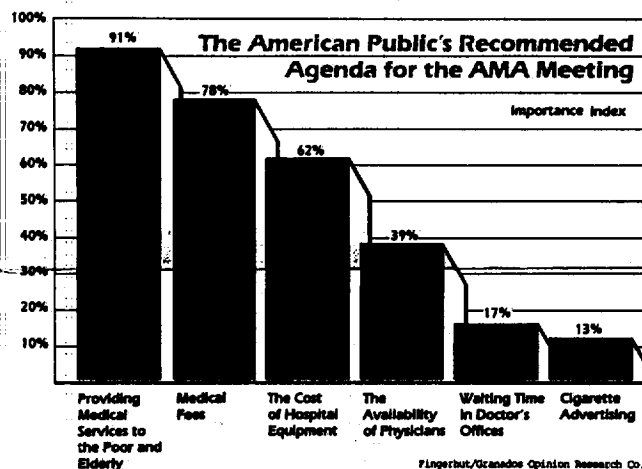
- Providing medical services to the poor and elderly
- Medical fees
- Cost of hospital equipment
- Availability of physicians
- Waiting time in doctors' offices

• Cigarette advertising

The random survey of 1,030 adults was conducted May 25-28 by Fingerhut/Granados Opinion Research Co., a national polling firm. The Tobacco Institute underwrote the survey.

Only 11 percent of the respondents said they recalled that the AMA had said anything about "some aspect of advertising and promotion." When questioned further, only seven percent of the entire sample recalled that the AMA had called earlier for a ban on cigarette advertising and promotion.

To show the relative importance the public gives to the six issues listed in the poll, an Agenda Importance Index was constructed by subtracting the percentage who said the item was "unimportant" from the percentage who said the item was "very important." The resulting chart graphically shows these priorities. □



Sick Building Syndrome Merits Physicians' Alert

Studies indicate some dwellings in which people live, work, and spend the majority of their time harbor serious air quality problems.

These issues were raised recently in JAMA, the Journal of the American Medical Association.

The Center for Environmental Health at Atlanta's Centers for Disease Control reported it had investigated complaints of respiratory illness among inhabitants of a city office building and a day-care center. The problem was not smoking but the dry residue of a commercial carpet cleaner, which turned out to be a potent respiratory irritant.

That was in 1980. Since then the work has been taken over by HHS's National Institute for Occupational Safety and Health. The tally of investigated air quality complaints now exceeds 200 with smoking involved in only a small minority (2%).

Another JAMA item quoted Emil J. Bardana, M.D., about the newly emerging sick building syndrome caused by toxic agents found within

the energy-efficient, tightly constructed office buildings with artificial ventilation.

Problem Categories

Dr. Bardana of the Department of Medicine, Oregon Health Sciences University, Portland, classified six categories of sick building problems:

- 1) Hypersensitivity pneumonitis, caused by microorganisms that can breed in ventilation duct work and air filters.
- 2) Building-related infections from organisms found in cooling systems, humidifiers, and elsewhere. A prime example being Legionnaires' disease. A recent report in JAMA found water towers of a hospital infected.
- 3) Skin and mucous membrane irritations caused by fibrous glass or mineral wool exposure. Such fibers are also found embedded in soft contact lens, causing eye irritation and ruining the contacts.
- 4) Allergies from allergens like mites or mold embedded in carpeting.

5) Mass hysteria. Someone smells something in a building. Investigators come in. Large numbers of people are sick. Then the investigators find nothing.

6) Annoyance-irritation syndrome. Dr. Bardana finds it difficult to separate fact from fiction with this syndrome. Complaints are sometimes really directed at the employer in an effort to get the office smoking policy changed. Sometimes, real symptoms of headache and nausea do exist.

Other investigators have suggested the culprit is an excess of positive ions in the air, which give rise to similar symptoms.

Chemicals in Home

Office buildings are not the only sick ones. The U.S. Environmental Protection Agency, in a study of private homes in six cities, found toxic, volatile chemicals 70 times the concentrations in outside air.

The chemicals range from industrial solvents in air fresheners and dry-cleaned clothes to compounds released from gas stoves during cooking.

The article quoted a previous JAMA statement: "Physicians continue to be poorly informed about the relationship between workplace exposures and ill health." □

2024193413

HISTORY OBSERVED

American Success Story:
Tool Maker for an Industry

By Thomas C. Somerville

One American success story was the result of one man's desire to produce the very best cigar-making tools possible.

In achieving his goals, Napoleon Dubrul established far-reaching standards in an industry where so much attention was given to the finished product that little credit was given to the cigar-maker's tools.

Dubrul came to Cincinnati in 1870 after having spent many years in Chicago where he achieved a high degree of skill as a pattern maker.

Cincinnati was then a burgeoning cigar-making center.

The cigar mold had recently been introduced into this country from Germany by the thousands of women who immigrated in search of work in the cigar factories.

This fact, combined with the flourishing cigar industry along the Ohio River, convinced Dubrul to open the Cincinnati Cigar Mold Company in 1873.

The company became a success early on, and Dubrul was forced to seek capital to ensure its growth.

Having had the foresight to patent every idea he developed, Dubrul was able to raise the needed capital not through loans, but through litigation against competitors making large profits from his ideas. In each instance he sued, he was able to recover a settlement, as well as to effectively curtail the activities of his many competitors.

The tools of cigar makers were few and simple, but the size of the industry at this time translated into a need for millions of units.

Dubrul's primary success came from the hundreds of different shaped cigar molds the company produced, but the firm also provided rolling boards, tuck cutters, tobacco knives, presses, and devices for measuring, stacking, and packing cigars.

At the turn of the century, the electric motor had begun to make inroads throughout American businesses, and the cigar industry was no exception. Dubrul was not only able to accept the motor but was

able to put it to work for the good of the industry.

His first motorized venture was a stripping machine used to take the center vein from the tobacco leaf.

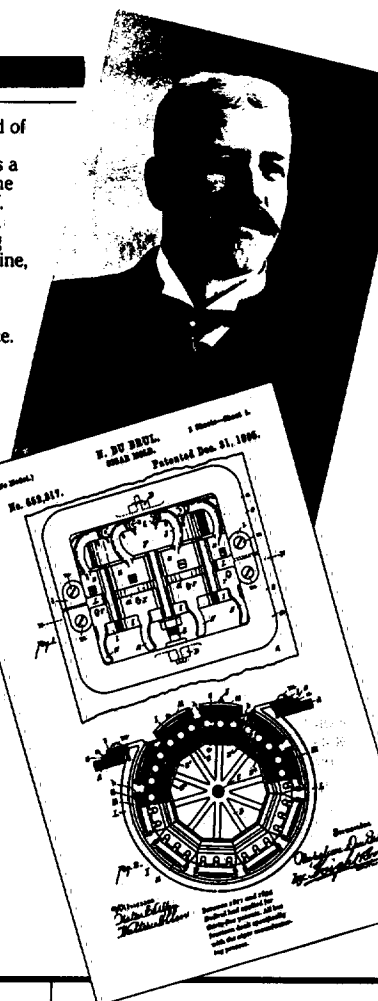
This was followed quickly by a banding machine, one for cutting wrappers, a bunch-making machine, and equipment for sorting and packing cigars.

Dubrul was granted more than 40 patents by the U.S. Patent office.

Dubrul was greatly admired by those who used his tools, for he took much of the repetitiveness and tedium from many of the steps of cigar making. The cigar maker was also able to increase his productivity and thereby make more profit. Perhaps most important, leisure time became something that could be enjoyed rather than something just dreamed about.

Dubrul never considered himself or was thought of as a social reformer, but his labor-saving inventions did much to lessen the industry's dependence on child labor and helped to eliminate the tenement house sweat shops.

Napoleon Dubrul died in 1916, having satisfied his personal competitive ambition and, at the same time, doing so much for an industry he was influential in guiding for almost 50 years. □



Ad Bans

continued from pg. 1

where advertising bans have been in force for some years, cigarette consumption has continued to increase.

Cigarette consumption has also continued to grow in Singapore and Italy where advertising restrictions amount to a near-ban.

Norway and Finland are called key examples because of the attention concentrated on them by both advocates and opponents of advertising bans. Sweden, where tobacco advertising is permitted, is included for comparison.

Example of Norway

In Norway, considered by Boddewyn "the best single example of a total advertising ban," there has been a steady growth in overall consumption since the ban in 1975. Since 1981, per capita consumption has increased, contrary to the trends before the ban.

The Norwegian government has imposed a complete and effective ban on all forms of tobacco advertising since July 1975.

Before the ban, growth of per-adult tobacco consumption slowed, indicating the overall market was reaching maturity. And in the five years before the ban, per-adult tobacco consumption actually declined.

Total tobacco consumption grew slightly (average annual rate of 0.5%) in the five years following the ban and 0.1% from 1980-84.

Since the ban, moreover, price increases have run ahead of inflation, resulting in a significant border trade with Sweden. This border trade is estimated at between 6 and 7 percent of domestic business for 1984.

The key conclusion that Professor Boddewyn reached about 10 years of no tobacco advertising in Norway is there is no evidence that it has caused any significant reduction in either incidence or consumption or interrupted trends well established before 1978.

Finnish Trends

The Finnish government imposed an advertising ban in March 1978.

Since then, total tobacco consumption has actually increased by 7.7%.

The overall trend in cigarette consumption has been upward. Such consumption grew marginally in the years before the ban, but has since grown at the faster rate of 1.6% yearly.

The trend in the extent of smoking in Finland was steadily downward during the seventies before the ban. Since 1978, it has been virtually static and has not declined at the rate evident before the ban—something, he adds, that one might expect if advertising were a significant factor in determining incidence.

In Finland, then, the study finds no discernable interruption of the trends already evident before the ban. And although per capita consumption continued to decline through 1981, the past three years have seen a reversal of this trend and a return to the pre-advertising-ban levels of consumption.

In Sweden, where advertising is permitted on a restricted basis, the penetration of "lower-tar" cigarettes is significantly higher than in Norway and Finland where tobacco advertising is banned. Market share for these products is the lowest in Norway where the first Scandinavian advertising ban was introduced. □

1986
Medal of Honor
Citation

Sgt. Felton Crumburn
U.S. Army

In action at Ft. Benning, Georgia, on June 15, 1986, Sgt. Crumburn, at great risk to his own personal safety, dove on a lit cigarette, thus saving the lives of his fellow soldiers in the non-smoking section.

REPRINTED BY PERMISSION: TRIBUNE MEDIA SERVICES

Army Policy

continued from pg. 1

Sept. 1," said Maj. Bruce Bell, the spokesman. The policy isn't being changed. . . . The memo really is just saying don't be overzealous."

Major Bell said the new rules are designed "to reverse our entire orientation. Instead of saying that smoking is allowed except where specially prohibited, this says smoking is prohibited except for certain exceptions."

The Army's new smoking rules are an extension of a new "health promotion program" ordered March 11 by Defense Sec. Caspar W. Weinberger after deciding that commissaries

would be allowed to continue selling cigarettes at discount prices.

An early June directive touched briefly on one problem, stating that soldiers and civilian workers who refuse to comply with the no smoking policy will be subject "to adverse administrative action."

One report mentions the Army's goal is to reduce the proportion of smokers within its ranks to 25 percent by 1990. The Army judges that 52 percent of the active force currently smokes.

Last year, the combined sales of tobacco, mostly cigarettes, to the Army and Air Force was about \$100 million in the continental United States and \$30.8 million overseas, said Gary Haynie of the Army and Air Force Exchange Service. □